

CLAIMS

What is claimed is:

- 5 1. A data generation device comprising:
an image data generation means that generates image data by changing, each unit time,
the color of part or all of a moving image based on digital data that is input thereto.
- 10 2. The data generation device as described in claim 1, wherein said color change at least one
of the elements hue, brightness, and chroma changes.
- 15 3. A data generation method comprising the steps of:
generating image data by changing each unit time, the color of part or all of a moving
image, based on digital data.
4. The data generation method as described in claim 3, wherein said color change at least
one of the elements hue, brightness, and chroma changes.
- 20 5. A data receiver comprising:
a light sensing means that senses the light of part or all of the moving image displayed on
a display means; and
a digital data decoding means that detects the change in each unit time in the color of part
or all of the moving image sensed by said light sensing means and decodes and generates digital
data.
- 25 6. A data receiver as described in claim 5, wherein said color change at least one of the
elements hue, brightness, and chroma changes.
7. A data reception method comprising the steps of:
sensing the light of part or all of a moving image displayed on a display means; and
detecting a change in each unit time in the color of part or all of the moving image whose
light is sensed and decoding the digital data.

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C1 78. The data reception method as described in claim 7, wherein said color change at least one of the elements hue, brightness, and chroma changes.

9. A data communication system that transmits a moving image from a data transmitter to a data receiver comprising:

said data transmitter including:

an image data encoding means that encodes, each unit time, the color of part or all of a moving image based on digital data that is input and generates image data, and

a transmission means that transmits said image data; and

said data receiver including

a reception means that receives image data,

a display means that displays a moving image based on image data,

a light sensing means that senses a part or all of the moving image displayed on said display means,

a digital data decoding means that detects the change each unit time in the color of part or all of the moving image sensed by said light sensing means and decodes and generates the digital data.

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C1 10. The data communication system as described in claim 9, wherein said color change at least one of the elements hue, brightness, and chroma changes.

11. A data communication method comprising the steps of:
generating encoded image data in which the color of part or all of a moving image is changed in each unit time based on digital data;

displaying the moving image on a display means based on said image data;,,

sensing the light of part or all of the moving image displayed on said display means, and

detecting a change in each unit time in the color of part or all of the moving image whose light is detected, and decoding the digital data.

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C1 12. The data communication method as described in claim 11, wherein said color change at least one of the elements hue, brightness, and chroma changes.